



PRESS RELEASE

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One Part Spice; Two Parts Smile and Mix

Tampa, FL (November 10, 2009) If you bring together some fabulous women, good wine and a renown photographer in an atmosphere of celebration, don't be surprised if a spontaneous photo shoot breaks out. That's exactly what happened when Hollowtree Images Photography hosted a VIP launch party for their new Spice Sessions concept. Though the initial plan was to simply tour the studio, it wasn't long before Jeff Fay was snapping photos and the attendees were lining up to get their turn in front of the lens (wind machine optional).

The owners of Hollowtree Images, Jeff and Marti Fay, created the Spice Session concept with the idea that women, especially those who have entered their 30s and beyond, are looking for a way to embrace the inherent confidence and sexiness that comes with age. A Spice Session is simply a party where a woman brings a small group of friends to the studio for a photo shoot that is relaxed, playful, sexy and fun. Hollowtree Images provides the wine and appetizers and the women bring whatever clothing makes them feel confident and comfortable. Whether shooting alone or with the whole group, Jeff Fay turns each individual Spice Session into an experience as unique as the women in attendance.

The selected guests at the VIP launch toured the studio, sampled the decadent selection of sushi and wine provided by Grill 54 in Trinity and Grille One Sixteen. The attendees signed up for giveaways from n-fini™ Shapewear and Intimate Apparel Solutions and everyone walked away with a swag bag valued over \$100 with goodies provided by Spa Hyde Park, Sacred Glo Lotion Candles, Melting Pot, Villagio Wines, and Avon products (by Barbi Peirson).

The evening was intended to demonstrate what a Spice Session entails and what better way than to actually participate in one? Jeff offered to photograph the women in attendance for a free Facebook photo and, though reluctant at first, one brave woman stepped forth and instantly came to life with Jeff's expert guidance. Then another. And another. Until finally all had taken a turn. Durgin the shoot, everyone offered encouragement, suggestions and compliments as they excitedly gathered around the monitor to see the photos as they processed.

The evening had turned into a Spice Session after all.

The Spice Session VIP launch party was co-sponsored by n-fini™ Shapewear, Intimate Apparel Solutions and Prestige Magazine and produced by MAD House Advertising and Marketing. Hollowtree Images is located at 15711 Mapledale Blvd. Tampa, FL 33624. Visit www.spicesession.com for more information.

About the agency

MAD House, Inc. is a full-service advertising and marketing agency with a specialization within the U.S. Hispanic market and focusing on small to mid-size companies. Services include printing and promotional items. MAD House, Inc. is based in Tampa, Florida. For more information, visit www.madhousefl.com.

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